



BRIGHAM AND
WOMEN'S HOSPITAL

The background of the entire poster is a vibrant blue. It features a dense field of fiber optic cables on the left side, with many individual fibers glowing with bright white light. On the right side, there are several network connectors, likely Ethernet or fiber optic ports, stacked vertically. The overall aesthetic is high-tech and digital.

CLINICAL INNOVATION DAY

COLLISIONS
OF COLLABORATION

#BWHINNOVATIONDAY

Co-sponsored by the Brigham Research Institute and Brigham Innovation Hub

AGENDA

All sessions take place in the Bornstein Amphitheater unless otherwise specified.

- 10:30AM** Welcome & Introduction
- 10:45AM** Cool Things That Will Change Healthcare
- 11:40AM** Catalyzing Change at an Academic Medical Center
- 12:30AM** Lunch
- 1:00PM** Big Industry Brands Innovating in Healthcare
- 2:00PM** State of the Hub
- 3:00PM** Keynote Address - David Rose
- 4:00PM** Idea Lab
- 5:00PM** Collisions of Collaboration Reception

ABOUT CLINICAL INNOVATION DAY

Welcome to our 2nd Annual Clinical Innovation Day, featuring the people and technology transforming care at Brigham and Women's Hospital. The theme of the day is "Collisions of Collaboration" and our hope is to inspire you to innovate and help connect you to collaborators to propel your ideas forward.

Sessions will celebrate some of the most exciting recent developments in healthcare, explore how to catalyze change from within an academic medical center and look externally at how big industry players are innovating within healthcare.

In the first ever Idea Lab, hear BWH innovators, inventors and entrepreneurs pitch their ideas for a health IT product, care redesign solution, device, or diagnostic that they think has potential to impact patient care. The keynote address will be given by David Rose—CEO of Ditto Labs, Product Designer and Serial Entrepreneur—and the day will conclude with a networking reception for attendees to reflect on the opportunities presented and initiate collaborations to fuel further innovations.

Clinical Innovation Day is co-sponsored by the Brigham Research Institute and the Brigham Innovation Hub.

10:30AM **Welcome & Introduction**
Betsy Nabel, MD, President, Brigham and Women's HealthCare

10:40AM **Cool Things That Will Change Healthcare**
One of the greatest perks of being part of the Brigham Innovation Hub is that we hear about exciting new developments in healthcare every single day. In this session, we would like to introduce you to some recent healthcare pioneers talking about their cool ideas including PillPack on novel medication adherence, MC10 on wearable health, Patients Like Me on patients forming online communities to support each other/ research activities & EarlySense on patient monitoring in hospitals & homes. We hope hearing from these companies will encourage you to think about how your work at BWH intersects with what they are doing & how you might be able to collaborate with them. More importantly, we hope to inspire you to consider the unlimited possibilities for innovation in patient care within our own walls here at BWH.

Moderator:

Jeff Greenberg, MD, MBA

Featured Speakers:

TJ Parker, Founder & CEO, PillPack

Tim O'Malley, President, EarlySense

Daphne Psacharopoulous, Senior Vice President, Client Services & Strategic Initiatives, Patients Like Me

Nirav Sheth, Director, Medical Market Development, MC10

11:40AM **Catalyzing Change in an Academic Medical Center**
Academic Medical Centers intuitively seek to improve care delivery in order to get patients better faster or use resources more efficiently—often both. Motivated by their everyday experiences, BWH's clinicians are finding novel solutions that they want to test, refine, and scale. The path to scaling a new technology, service or product is winding and is difficult to capture in a checklist. This session aims to highlight what "failing forward" means and the importance of collaboration and strategic alignment. Speakers will highlight the key lessons learned to successfully catalyze change.

5th Time's a Charm: Creating Pod-Based Interdisciplinary Teams on the General Medical Service

Rob Boxer, MD, PhD, Associate Director, BWH Hospitalist Service, Director, BWH General Medicine Service

Building a New Sandbox: Collaborating to Create BWHC eReferral

Jeff Greenberg, MD, MBA, Associate Medical Director, Brigham and Women's Physician's Organization

If the HA1C Rises and No One Hears It, Should It Make a Sound?

Charles Morris, MD, MPH, Associate Director, BWH Primary Care

Physician Wellness: Piloting a Social Wellness Platform

Josh Kosowsky, MD, Vice Chair for Clinical Affairs, Department of Emergency Medicine

Casey Steiger, Project Manager, Brigham and Women's Physician's Organization

12:30PM

Lunch

Cabot Atrium

1:00PM

Big Industry Brands Innovating in Healthcare

Both established healthcare brands & non-traditional healthcare players are seeking to make their mark in the growing & opportunity-rich environment spanning traditional medical care (drugs, devices) to consumer wellness (nutraceuticals, wearable tech). Examples include Verizon's inroads into health information solutions, Apple's foray into digital health & the entry of several drug companies into the pharma foods sector. There is tremendous scope for innovation as a result of this emerging landscape. What are these innovations? Who are the big industry players behind them? And how can BWH partner with them in creating/bringing such innovations to the patient? This session will feature leadership from Philips, Xerox, J&J Innovation and Wal-Mart addressing these questions and others as well as talking about their journeys in healthcare innovation.

Moderator:

Sachin Jain, MD, MBA, Chief Medical Information & Innovation Officer, Merck & Co.

Featured Panelists:

Daniel Stein, MD, MBA, Director of Medical & Clinical Services, Walmart

Thomas Ells, PhD, MBA, Vice President, Consumer Scientific Innovation, Johnson & Johnson

Joseph J. Frassica, MD, FAAP, FCCP, Chief Medical Informatics Officer & Chief Technology Officer, Vice President, Patient Care and Monitoring Solutions, Phillips Healthcare

Denise Fletcher, MBA, Vice President & Chief Innovation Officer, Healthcare Payer & Pharma, Xerox

2:00PM

State of the Hub

Learn more about the Brigham's new Innovation Hub and how we are working with clinicians, scientists and employees to support innovative ideas to significantly impact patient care. Hear from early successes: ideas emerging from the Pulmonary & Critical Care Innovation Series, pilots underway after the Pilot Shark Tank, and a new app and diagnostic device being developed by BWH faculty. After this session you should understand what the Innovation Hub (iHub) is; what it means for you and when, why and how you might work with us.

3:00PM

Keynote Address: David Rose, CEO, Ditto Labs

Enchanted Objects: What the Internet of Things Will Mean for Connected Health

From internet-connected medication packaging to stress measuring watches to nutrition monitoring salt shakers, enchanted objects will change how we interact with technology. No industry will see quite as immense an impact from this macro trend as health care. David Rose will expose the treasure trove of what's to come in connected health and the ramifications for patient privacy and agency.

About David Rose

David Rose is an award-winning entrepreneur, author, and instructor at the MIT Media Lab. His research focuses on making the physical environment an interface to digital information. David is the CEO at Ditto Labs an image-recognition software platform which scours social media photos to find brands and products. His new book, *Enchanted Objects*, focuses on the future of the internet of things, and how these technologies will impact the ways we live and work. Prior to Ditto, David founded and was CEO at Vitality, a company that reinvented medication packaging now distributed by CVS, Walgreens, and Express Scripts. He founded Ambient Devices, which pioneered glanceable technology: embedding internet information in everyday objects like lamps, mirrors, and umbrellas. David holds patents for photo sharing, interactive TV, ambient information displays, and medical devices. His work has been featured at the MoMA, covered in *The New York Times*, *WIRED*, *The Economist*, and parodied on the *Colbert Report*.

Idea Lab

4:00PM BWH Idea Lab

At the Idea Lab, you will hear from BWH employees who will "pitch" their idea to a panel of expert judges. The goal of the Idea Lab is to help advance innovations in Health IT, care redesign, therapeutics, devices, or diagnostics, allowing employees to present and get honest feedback, while finding potential collaborators in the audience. Last month, we received dozens of applications from BWH employees and today you will hear pitches from the finalists. The winner of this session will obtain a monetary prize, which will be announced at the Collisions of Collaboration reception in Cabot Atrium following the Idea Lab. The Idea Lab pitches will be judged by:

Chris Coburn, Vice President, Partners Innovation

Jessica Dudley, MD, Chief Medical Officer, Brigham and Women's Physician's Organization

Cedric J. Priebe, III, MD, Vice President & Chief Information Officer, Brigham and Women's Hospital

David Rose, CEO, Ditto Labs, Product Designer & Serial Entrepreneur

Idea Lab Participants

Can You Hear Me Now?

Donna Dello Iacono, NP

Careloop - A Simple Cloud-Based Communication & Patient Task-Management System for Doctors

Esteban Gershanik, MD, MPH

Confocal Microscopic Imaging of Core Needle Biopsy Specimens To Enable Rapid Point of Care Cancer Diagnosis

Jane Brock, PhD

HIPAA Secure Mobile Application Allowing Patients to Conveniently Track Their Mood
John Torous, MD

Indications-based CPOE: Designing a Safer, More Efficient, Computerized Prescribing System
Gordon Schiff MD, Adam Wright PhD, Alejandra Salazar PharmD, Tewodros Eguale

Life's Most Precious Moment, Captured by Google Glass
Stephanie Shine, RN

Neuronavigation: GPS for the Brain
Alexandra Golby, MD

SurgiHome: A Digital Application that Guides the Surgical Patient Through the Perioperative Process
Rodney Gabriel, MD

UV Ray Tracker
Amit Sharma, MD

5:00PM

Collisions of Collaboration Reception

Cabot Atrium

Use this space to innovate, note potential collaborators & jot down any ideas you had today

Upcoming Events

Clinical Innovation Day is co-sponsored by:

BRIGHAM RESEARCH INSTITUTE

The mission of the Brigham Research Institute (BRI) is to accelerate the pace of scientific discovery by fostering groundbreaking, interdepartmental and interdisciplinary research within the hospital's research community, as well as to provide a clear voice both within the hospital and outside its walls, for all researchers at BWH. This BRI's disease-focused research centers and resource-and-technology-based programs provide numerous opportunities for the diverse community of BWH clinicians and scientists to collaborate on research aimed at curing, treating and preventing human diseases and conditions.

BRIGHAM INNOVATION HUB

The Brigham Innovation Hub (iHub) is a new center created to harness the power of our community's inventors, innovators and entrepreneurs. By providing project management, business analytics, resources, tools and connections to both internal and external collaborators, the iHub encourages and supports the innovation process from ideation to testing, commercialization, implementation and adoption—unleashing our innovators' potential to disrupt traditional medicine and reinvent healthcare.

Women in Medicine & Science Symposium

Monday, September 29, 2014 | 2:30PM - 6:00PM
Bornstein Amphitheater, Brigham and Women's Hospital

The Women in Medicine and Science Symposium will highlight the collaborations and achievements of women faculty and trainees at Brigham and Women's Healthcare. The program will focus on the collaborations of women faculty and trainees across different disciplines including basic, clinical innovation and translational research projects with the goal of building community.

2nd Annual BWH Hackathon

Friday, September 12th - Sunday, September 14th
Brigham and Women's Hospital

The BWH Hackathon, sponsored by the Brigham Innovation Hub, will bring together inventive, forward-thinking minds to change the status quo and create disruptive solutions in healthcare today. The event will bring together a diverse, multidisciplinary group, including clinicians, engineers, designers and entrepreneurs, to "pitch" problems impacting healthcare, develop solutions over a two-day period, and then present demos of solutions to a panel of judges for recognition and honors.

Visit the Brigham Innovation Hub:
www.bwhihub.org

3rd Annual BWH Research Day

Thursday, November 20, 2014 | 8AM - 6PM
Brigham and Women's Hospital

This all-day event will celebrate BWH research accomplishments. Join us at Research Day - view more than 100 research posters and attend presentations from BWH faculty on topics such as bioengineering, cancer, imaging, immunology/rheumatology, infectious disease, nursing research, precision medicine/network medicine, and trauma. Vivek Murthy, MD, MBA, nominee for US surgeon general will deliver the keynote address. The day concludes with a keynote, reception and awards ceremony, during which the \$100,000 2014 BRIGHt Futures Prize will be awarded.

Visit the Research Day website:
www.bwhresearchday.org

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